



# ORDER

Flight Dates **08/13/12-08/19/12**

Contract / Revision      **307006 /**  
Original Date / Revision  
                                  08/03/12    08/10/12  
Advertiser **Quayle / Republican / Congr**  
Agency    **Smart Media Group**  
Buying Contact  
**814 King Street - Suite 400**  
**Alexandria, VA 22314-3039**

Product  
**Quayle for AZ CD-6 2012**

Agency Com    15%  
Billing Contact  
**814 King Street - Suite 400**  
**Alexandria, VA 22314-3039**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep            00:20:00  
Estimate #           **813819**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A25-54  
Rev Codes          POL           POL           CAND  
Product Codes   PL  
Priority               P-6  
Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value
Competing Station	% of Order      Amount
CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	14	\$7,033.75	\$8,275.00	0.00	07/30/12	08/18/12	14	\$7,033.75	\$8,275.00
Totals	14	\$7,033.75	\$8,275.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	08/13/12	08/17/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	1-111--	:30	4	\$225.00	P-6	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	1-111--			4		\$225.00		0.00				
N 2	KNXV	08/13/12	08/17/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$250.00	P-6	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	11111--			5		\$250.00		0.00				
N 3	KNXV	08/13/12	08/13/12		CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00



KNXV

Print Date: 08/10/12

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Contract / Revision **307006** Flight Dates **08/13/12-08/19/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 08/10/12

Order Sep 00:20:00

Advertiser **Quayle / Republican / Cong** Product **Quayle for AZ CD-6 2012**

Estimate # **813819**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Monday Prime C										
				Monday Prime C										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	M-----	1		\$1,000.00		0.00					
N 4	KNXV	08/17/12	08/17/12	Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,500.00	P-6	0.00 NM	1	\$1,500.00
				Friday 8-10pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	----F--	1		\$1,500.00		0.00					
N 5	KNXV	08/17/12	08/17/12	Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,500.00	P-6	0.00 NM	1	\$1,500.00
				Friday 8-10pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	----F--	1		\$1,500.00		0.00					
N 6	KNXV	08/18/12	08/18/12	ABC Saturday Prime	CM	7pm-10pm	-----S-	:30	1	\$625.00	P-6	0.00 NM	1	\$625.00
				Saturday Prime										
Rate Reduced from \$750 due to LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S-	1		\$625.00		0.00					
N 7	KNXV	08/14/12	08/14/12	Tuesday Prime C	CM	9pm-10pm	-T-----	:30	1	\$1,500.00	P-6	0.00 NM	1	\$1,500.00
				Tuesday Prime C										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-T-----	1		\$1,500.00		0.00					
													Totals	14 \$8,275.00

\*Tax 1 Note: Tax 0.5%.

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